

## MUHAMMAD BILAL

### Temporary Address:

Phase 7, Sector E-5, Street# 21, House# 706, Hayatabad, Peshawar.

### Permanent Address:

Phase 7, Sector E-5, Street# 21, House# 706, Hayatabad, Peshawar.

**Mobile:** +923339975432

**Email:** bilal.marwat@uop.edu.pk



## OBJECTIVE

To seek a challenging position in an organization that provides a friendly and competitive environment to its employees so that I can transfer my knowledge and skills to other colleagues for the benefit of the company and become a team leader who can facilitate and coordinate activities and people in the most efficient manner.

## TEACHING EXPERIENCE

Position	University/Institute	From	To
Lecturer	IMS, University of Peshawar	October, 2016	Continued
Lecturer	IBMS, University of Agriculture	September 2011	October 2016
Lecturer	Bakhtar University, Kabul, Afghanistan	September 2010	September 2011
Lecturer	Qurtuba University, Peshawar	October 2009	September 2010

## EVALUATION OF MASTER AND BS THESIS OF OTHER PUBLIC SECTOR UNIVERSITIES IN PAKISTAN

External Examiner for MS, Master and BS theses of the following public sector universities in Pakistan,

- IM|Sciences Peshawar
- Affiliated colleges of University of Peshawar
- Quaid-e-Azam College of Commerce, University of Peshawar
- IBMS department, University of Agriculture, Peshawar

## ADMINISTRATIVE RESPONSIBILITIES

- Coordinator Master in Public Administration, IMStudies Department, University of Peshawar from 2016 to till date

**LIST OF RESEARCH PAPERS PUBLISHED**

<b>Sr. #</b>	<b>Research paper title</b>	<b>Year of Publication</b>	<b>Journal</b>	<b>Journal Category</b>	<b>Journal Address</b>
1.	The Impact Of User-Generated Content (UGC) On Destination Image Formation And Behavior Intentions	March, 2022	Webology	X	ISSN: 1735-188X, Volume 19, Number 2, 2022
2.	Destination Image Formation through Use Generated Content (UGC). An Updated Literature Review	April 10 <sup>th</sup> , 2022	Indian Journal Of Economics and Business	X	ISSN No: 0972-5784, Volume 21, Number 2, 2022
3	The Role of Social Media As An Information Tool In The Students' Choice Of University: The Moderating role of Emotional Attachment	April 28 <sup>th</sup> , 2022	Webology	X	ISSN: 1735-188X, Volume 19, Number 2, 2022
4.	The Effect of Social Media Based eWOM Communication on Consumer's Purchase Intention (A Case of Students' Admission Choices in HEIs)	May 12 <sup>th</sup> , 2022	Webology	X	ISSN: 1735-188X, Volume 19, Number 3, 2022

**National Publications List:**

<b>Sr .#</b>	<b>Research paper title</b>	<b>Year of Publication</b>	<b>Journal</b>	<b>Journal Category</b>	<b>Journal Address</b>
1.	Effect Of Perceived Risk On Behavioral Loyalty In Online Shopping: Mediating Effect Of Trust	February 11 <sup>th</sup> , 2021	RADS Journal of Business Management	Y	ISSN: 2708-406X, Volume 02, Number 02, 2020

**Other International Publications List:**

<b>Sr .#</b>	<b>Research paper title</b>	<b>Year of Publication</b>	<b>Journal</b>	<b>Journal Category</b>	<b>Journal Address</b>
1.	Effect of Product Harm Crisis on Customer's based Brand Equity: The Moderating Role of Attitude Towards Brand	2017	Advances in Economics and Business	Nil	ISSN: 2331-5075, Volume No. 5(11), pp. 601 - 623, 2017 DOI: 10.13189/aeb.2017.051104

## SEMINARS, TRAININGS & WORKSHOPS

- “Supply Chain Management in Public Health” Training of the Trainers conducted by USAID at Peshawar 2018
- “Entrepreneurial activities in Tourism and Service marketing” workshop conduct at Bara Gali Peshawar University by IMS Dec, 2016
- “Overcoming plagiarism issues in Research studies” seminar by QEC in the University of Agriculture Peshawar March, 2013
- “Quality Assurance and Self Assessment Process Workshop” by QEC in the University of Agriculture Peshawar Dec, 2012

## HONORS & AWARDS

- Received **Gold Medal** for getting 1<sup>st</sup> position in more than thousand applicants at Qurtuba University.

## EDUCATIONAL BACKGROUND

### Ph.D (Marketing)

**Session: 2017**

*Institute of Management Sciences (IM/Sciences), Hayatabad, Peshawar.*

### MS (Marketing)

**Session: 2011-2013**

*Institute of Business and Management Sciences (IBMS), University of Agriculture, Peshawar.*

### MBA (Marketing)

**Session: 2006-2008**

*Institute of Management Studies, University of Peshawar.*

### BBA

**Session: 2004-2006**

*Qurtuba University of Science and Technology, Dera Ismail Khan*

## MANAGERIAL & COMMUNICATION SKILLS

- Ability to work in a team.
- Ability to facilitate activities and people in a group.
- Excellent Communication Skills.
- Leadership qualities.
- Decision Making Skills.
- Conflict Resolution Skills.
- Proficient in English, Urdu & Pashto.

## COMPUTER SKILLS

- MS office
- SPSS
- ULead and Adobe Photo shop

## REFERENCES

*Will be provide upon request*